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Message Text

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PAGE 01 KUWAIT 00599 310827Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W
----------098169 311256Z /43
R 310620Z JAN 78
FM AMEMBASSY KUWAIT
TO SECSTATE WASHDC 65
USDOC WASHDC
INFO USINT BAGHDAD
AMEMBASSY DAMASCUS
AMEMBASSY TEHRAN

UNCLAS KUWAIT 0599

STATE FOR NEA/ARP

COMMERCE FOR ITA/BED/CAGNE

E.O. 11652: N/A
TAGS: BEXP, KU
SUBJECT: VIDEO/CATALOG EXHIBITION (V/CE) PROPOSAL FOR SOCIETY OF PLASTICS INDUSTRIES

REF: (A) STATE 22620, (B) 77 KUWAIT 7273

1. WE APPRECIATE THE OPPORTUNITY TO COMMENT FOR THE THIRD TIME ON THE VIABILITY OF A VIDEO/CATALOG EXHIBTION. AS PREVIOUSLY NOTED IN REF B, WE HAVE CONSULTED WITH THE KUWAIT CHAMBER OF COMMERCE AND LOCAL BUSINESSMEN AND HAVE ASSESSED THE EFFECT-IVENESS OF DIFFERING MARKET PROMOTION TECHNIQUES WITHIN KUWAIT AND OUR ASSESSMENT HAS NOT ALTERED. VIDEO/CATALOG EXHIBITIONS ARE NOT A VIABLE MEANS OF TRADE PROMOTION FOR KUWAIT. THE CHAMBER OF COMMERCE HAS INFORMED US ON NUMEROUS OCCASIONS THAT KUWAIT IS OVER-SATURATED WITH TRADE MISSIONS, DELEGATIONS AND EXHIBITIONS, SINCE SUCH TRADE EVENTS TAKE PLACE ON THE AVERAGE OF ONCE EVERY TWO AND HALF TO THREE DAYS. THIS HIGH VOLUME OF TRADE PROMOTION ACTIVITY COUPLED WITH THE
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KUWAITI BUSINESSMEN'S PREFERENCE FOR DOING BUSINESS IN HIS OWN OFFICE MAKE ATTENDANCE RECORDS AT EVEN THE BEST ORGAN-IZED, BEST PERFORMED "LIVE" TRADE SHOWS VERY SPOTTY. IN SHORT, WE CANNOT RECOMMEND A VIDEO/CATALOG EXHIBITION IN KUWAIT FOR THE SOCIETY OF PLASTICS INDUSTRIES, OR FOR ANY OTHER GROUP WHICH WISHES TO SPONSOR VIDEO/CATALOG SHOW IN KUWAIT.

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2. WE WOULD HOWEVER SUGGEST THAT THE SOCITY OF PLASTICS
INDUSTRIES CONTACT THE INDUSTRIAL BANK OF KUWAIT, A QUASI-
GOVERNEMTAL ORGAINIZATION THAT IS CHARGED WITH THE EVALUATION
AND SELECTION OF INDUSTRIAL PROJECTS FOR KUWAIT
AND WITHTHE FINALCIAL BACKING OF THOSE PRIVATE INVESTORS
WHO WISH TO BECOME INVOLVED IN SUCH PROJECTS. THE ASSOCIATION
SHOULD CONTACT LUCIEN TUTUNJI, MANAGER, PROJECTS
DEVISION, INDUSTRIAL BANK OF KUWAIT, P.O. BOX 3146 SAFAT,
KUWAIT, TELEX: 2469KT. THE INDUSTRIAL BANK WOULD BE MORE
THAN HAPPY TO DISCUSS THE PLASTICS INDUSTRY WITH MEMBERS
OR REPRESENTATIVES OF THE ASSOCIATION.
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Disposition Event:
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